

CLAIMS:

1. A method of dynamically allocating payload bits in a watermarking system, the method including steps of:
 - (a) determining one or more parameters to be conveyed in bits of a payload to be included in watermark information for embedding in programme content;
 - 5 (b) dynamically allocating the bits to corresponding of the one or more parameters so as to represent the one or more parameters in the payload;
 - (c) including the payload in the watermark information; and
 - (d) embedding the watermark information including the payload into the programme content.
- 10 2. A method according to Claim 1, wherein the one or more parameters include at least one of: a content identifier (ID_C), a user identifier (ID_S), security information, redundancy checking (CRC).
- 15 3. A method according to Claim 1, wherein a dynamic allocation implemented in step (b) is made in response to at least one of:
 - (a) the nature of the programme content; and
 - (b) a potential number of users likely to request the programme content.
- 20 4. A method according to Claim 1, wherein a dynamic allocation implemented in step (b) is customized for each user requesting the programme content.
5. A method according to Claim 1, wherein at least a portion of the parameters conveyed as dynamically allocated bits in the payload is in encrypted form.
- 25 6. A method according to Claim 1 adapted for use in electronic music delivery (EMD) systems.

7. A method according to Claim 1 wherein the dynamic allocation of bits of the payload is determined by at least one of:
- (a) an audio fingerprint derived from the programme content;
 - (b) popularity of the programme content;
 - 5 (c) a required level of security for the watermark information; and
 - (d) a required level of reliability of watermark information detection.
8. A watermarking system arranged to watermark programme content by utilizing the method according to Claim 1.
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9. Watermark information for embedding in programme content, said information being generated by a method according to Claim 1.
10. Watermarked programme content having embedded therein watermark
- 15 information generated using a method according to Claim 1.
11. Computer software arranged to be executable on one or more computing devices for implementing the method according to Claim 1.